

## Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W  
----- 130960

P R 081420Z AUG 75  
FM AMEMBASSY STOCKHOLM  
TO USDOC WASHDC PRIORITY  
INFO SECSTATE WASHDC 5340  
AMEMBASSY COPENHAGEN  
AMEMBASSY HELSINKI  
AMEMBASSY OSLO  
AMCONSUL FRANKFURT

UNCLAS STOCKHOLM 3898

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: ELECTRONIC COMPONENTS SHOW PROCUREMENT WRAP-UP

FOR BIC/OIM:TRAFTON/PETER

1. STATUS OF PROCUREMENT IS AS FOLLOWS ON FRIDAY AUGUST 8:

PARTICIPATN (PA RECEIVED)	PROCURED BY
TELEDYNE CRYSTALONIC INC.	OIM
E & L INSTRUMENTS INC.	OIM
DIVA INC.	OIM
LASERMATION INC.	OIM
RCA SOLID STATE DIV (COOPERATOR)	STC
LIF PRODUKTER AB (MULTI-ACCOUNT)	STC
INTEGRERAD ELECKTRONIK AB (MULTI-ACCOUNT)	STC
GYLLING TELEDATA AB (MULTI-ACCOUNT)	STC
THS ELEKTRONIK AB (MULTI-ACCOUNT)	STC
LSI TRADING A/S (BITA EL. AB) (MULTI-ACCOUNT)	STC

LIF PRODUKTER AB REPRESENTS PACE INC.; DATA TECHNOLOGY INC.;  
S:S: WHITE DIV. PENNWALT CORP.; RANSCO & INDUSTRIES INC.;  
ADMASTERS INC. INTERGRERAD ELEKTRONIK AB REPRESENTS GERMANIUM  
POWER DEVICES CORP.; NATIONAL ELECTRONICS, VARIAN DIV.; SOLID  
STATE DEVICES INC.; DELTA DESIGN INC.; SOLITRON DEVICES INC.;  
GYLLING TELEDATA AB REPRESENTS SOLID STATE INC.; GORDOS CORP.;  
UNCLASSIFIED

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C & K COMPONENTS INC.; VIKING INDUSTRIES INC.; THS ELEKTRONIK AB  
REPRESENTS ARCO ELECTRONICS INC., BURROUGHS CORP.; ELEC-TROL INC.;  
HI-G INC.; SENSOR TECHNOLOGY INC.; LSI TRADING A/S REPRESENTS  
CONTACT SYSTEMS INC; TESTLINE INSTRUMENTS INC.; ADE CORP.; LFE

CORP.

STC "VERBALS", IN APPROXIMATE ORDER OF ENTHUSIASM:-  
J. LAGERCRANTZ KB (REPRESENTING AMPHENOL CORP. AND OTHERS UNDECIDED)  
OKAB ROEDERSTEIN AB (REPRESENTING STRUTHERS-DUNN INC.; ADVANCED  
MEMORY SYSTEMS INC.; COLBERT INDUSTRIES INC.; UNITOOL CORP.)  
BANTRONIC SVENSKA AB (REPRESENTING RAYTHEON CORP.)  
INTEL SWEDEN AB (INTEL CORP.)  
AB BROMANCO (PRINCIPALS UNDECIDED AS YET)  
VERIDENTA AB (NEW PROSPECT ON AUGUST 7. AGENT WELL-KNOWN TO STC  
IN INDUSTRIAL SECURITY FIELD, NOW APPARENTLY ENTERING COMPONENT  
MARKET).

STC "POSSIBILITIES"  
ALBATORS TELEINDUSTRI AB (IF PRINCIPALS AGREE SHARE ALL COSTS. SEE  
STOCKHOLMS 3840 OF AUGUST 6).  
COMPAGNIE DEUTSCH S:A: (MANAGER KIENER TO PHONE BACK FROM FRANCE  
WITH FINAL DECISION)  
ELEKTROFLEX AB (AGENT DOING FINAL BOUT OF TELEXING TO OBTAIN SUPPORT  
FROM PRINCIPALS IF POSSIBLE)  
INTL. G.E.C. AB (MODERATE INTEREST IN SHOW, UNSURE IF PRODUCTS FIT,  
WILL DECIDE IN DAY OR TWO).

OIM "VERBALS" IN WEEKLY OPERATIONS REPORT JULY 25  
MOLEX; UNICO; BOWMAR ARIZONA; SINGER PRODUCTS; POWER PHYSICS.

2. NO COUNTING VERBALS, ABOVE LIST OF BA'S RECEIVED BY  
STC AND OIM ADD UP TO TEN BOOTHS REPRESENTING 28 U.S. FIRMS.  
IN TERMS OF BUDGET, THIS REPRESENTS LESS THAN HALF THE  
TARGET PARTICIPANTS. IN TERMS OF NUMBER OF EXHIBITORS, SHOW  
CAN BE HELD, EMPHASIZING GREATER NUMBER OF INDI-  
VIDUAL COMPANY NAMES.

3. PROMOTION PLAN ALREADY IN EFFECT WILL BE ALTERED, TAKING  
INFO CONSIDERATION CHALLENGE OF BRING ADEQUATE VOLUME  
BUSINESS VISITORS TO WHAT IS LESS THAN A FULL SHOW. TO MOST  
END USER INDUSTRY, THIS DEFICIENCY WILL BE APPARENT UPON  
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RECEIPT DIRECT MAIL PIECES.

4. TWO PAGE FLYER IN PRINT NOW, WILL BE MAILED BY AUGUST 12.  
DECISION MUST BE MADE IMMEDIATELY WHETHER TO CANCEL USUAL  
SHOW CATALOG AND PRINT MULTI-PAGE FOLDER INSTEAD. GOAL  
WOULD BE CUT COSTS. ALSO, INSUFFICIENT COPY IN HAND TO  
ENABLE LAYOUT OF FULL CATALOG TO OIM STANDARDS.  
HIRABAYASHI

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<< END OF DOCUMENT >>



## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 26 AUG 1999  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 08 AUG 1975  
**Decaption Date:** 01 JAN 1960  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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**Drafter:** n/a  
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**Errors:** n/a  
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**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
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**Subject:** n/a  
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**To:** USDOC INFO STATE  
COPENHAGEN  
HELSINKI  
OSLO  
FRANKFURT  
**Type:** TE

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